

MPI Chicago Area Chapter Media Guide



**Get in front of one of the largest MPI
Chapters in the world, with members who
spend more than \$1 billion annually.**

Membership Directory and Resource Guide
mpiweb.org/chapters/chicago website advertising
Conversations + Connections eNewsletters
C + C Magazine

FOR MORE INFORMATION, PLEASE CONTACT:

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NAYLOR 
ASSOCIATION SOLUTIONS

 **MPI**
CHICAGO
AREA
CHAPTER



By The Numbers

\$1.22 B

Our members have a combined annual buying power of **\$1.22 billion**.

3 Out Of 10

More than **3 out of 10** of our members plan meetings with more than **\$1,000 attendees***

85%

85% of MPI planner members buy from suppliers who advertise with MPI.

2nd Largest

MPI Chicago Area Chapter is the **second largest** chapter of MPI internationally.

Our Members

MPI Chicago Area Chapter is one of the founding chapters of MPI and has a rich industry history. As one of the largest chapters in MPI, we hold distinctions not only in terms of membership size but also in dedication and involvement.

Our members represent some of the largest corporations and associations, including:

- Allstate
- The American Bar Association
- American Express
- Blue Cross & Blue Shield Association
- The Boeing Company
- McDonald's Corporation
- Motorola
- And many more!

Contact your Naylor representative to meet up with professionals with more than \$1.22 billion in buying power!

C+C Magazine

MPI Chicago Area Chapter's flagship publication and our member's go-to resource for industry news, events and education. Available in print and online. Read the latest issue here:

naylornetwork.com/chm-nxt

Membership Directory and Resource Guide

This publication is our member's annual desk reference tool and purchasing guide. Available in print and online. Read the latest issue here:

naylornetwork.com/chm-nxt

Conversations + Connections eNewsletters

MPI Chicago Area Chapter's eNewsletters are delivered to the inbox of every MPI-CAC member. Read the latest issues here:

naylornetwork.com/mpt-nwl

MPI Chicago Area Chapter Website Advertising

Promote your company where members and non-members have access to highly valued content tailored specifically for meeting professionals in the Chicago area.

mpiweb.org/chapters/chicago

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Source: MPI Chicago Area Chapter Demographic Report

*Among those who control budgets

C + C Magazine

2019 Editorial Calendar

Issue	Features	Destination	Ships
Spring/Summer 2019 Bonus Distribution: NEXT Conference and Industry Exchange	<ul style="list-style-type: none"> Women in Events (Industry Challenges, Influence of #MeToo Movement) Technology Risk Management Industry Trends: Event Decor and Design 	Michigan Minnesota	February 2019
Fall/Winter 2019 Bonus Distribution: Signature Luncheon	<ul style="list-style-type: none"> Emotional Intelligence Diversity & Inclusion (Importance, Support & Initiatives) Experiential Meetings & Events/Gig Economy Work/Life Integration 	Wisconsin Missouri	August 2019

*Editorial Calendar is tentative and subject to change.

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In Every Issue

President's Message

A welcome to each issue from the MPI-CAC President.

MPI-CAC Events

A recap of chapter and industry events, along with a calendar of upcoming events not to be missed.

New Members

Index of Advertisers



Membership Directory and Resource Guide

Net Advertising Rates

All rates include an Ad Link in the digital edition of the magazine and directory.

Revisions and Proofs: \$50

Position Guarantee: 15% Premium

Full-Color Rates	1x	2x	Directory Included
Double Page Spread	\$ 3,389.50	\$ 3,049.50	\$ 2,879.50
Outside Back Cover	\$ 2,999.50	\$ 2,739.50	\$ 2,659.50
Inside Front or Inside Back Cover	\$ 2,789.50	\$ 2,539.50	\$ 2,459.50
Full Page	\$ 2,259.50	\$ 2,029.50	\$ 1,919.50
2/3 Page	\$ 1,979.50	\$ 1,779.50	\$ 1,679.50
1/2 Page	\$ 1,569.50	\$ 1,409.50	\$ 1,329.50
1/3 Page	\$ 1,369.50	\$ 1,229.50	\$ 1,159.50
1/4 Page	\$ 1,089.50	\$ 979.50	\$ 929.50
1/6 Page	\$ 929.50	\$ 839.50	\$ 789.50
1/8 Page	\$ 799.50	\$ 719.50	\$ 679.50

Directory Full-Color Tab Special | \$3,119.50

Directory Black-and-White Tab Special | \$2,239.50

Black-and-White Rates	1x	2x	Directory Included
Full Page	\$ 1,389.50	\$ 1,249.50	\$ 1,179.50
2/3 Page	\$ 1,219.50	\$ 1,099.50	\$ 1,039.50
1/2 Page	\$ 949.50	\$ 849.50	\$ 809.50
1/3 Page	\$ 759.50	\$ 679.50	\$ 649.50
1/4 Page	\$ 609.50	\$ 549.50	\$ 519.50
1/6 Page	\$ 469.50	\$ 419.50	\$ 399.50
1/8 Page	\$ 349.50	\$ 309.50	\$ 299.50

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

Digital Edition Branding Opportunities in the Magazine:

Leaderboard | \$1,250

2nd TOC Mobile Banner | \$350

Rectangle | \$1,450

HTML5 Ad | \$1,500

Top TOC Mobile Banner | \$650

Video Sponsorship | \$750

Large Insert | \$750

Medium Insert | \$500

Digital Edition Branding Opportunities in the Directory:

Sponsorship | \$1,109.50

Belly Band | \$829.50

Skyscraper | \$1,409.50

Large Toolbar | \$609.50

Leaderboard | \$1,159.50

Ad "Jolt" Upgrade | \$209.50

For the latest online specs, please visit www.naylor.com/onlinespecs

Advertiser indemnifies Naylor, LLC and the Association against losses or liabilities arising from this, or any advertising. Naylor, LLC assumes no liability, except to the extent of a one-time free advertisement of the same specification, the next or similar publication, if proven or admitted errors or omissions have occurred. Payment due upon receipt of invoice. 2% per month compounded (26.82% per year) to be charged on overdue accounts as damages for breach of contract. Revisions to previously submitted ad copy are subject to additional charges. A charge of \$35.00 will be levied for returned checks. I also give unqualified consent to our ad(s) appearing in an online version of this publication. Acceptance of this contract and advertising content is subject to the approval of the association. The advertiser represents that they have the right to use any artwork supplied to Naylor in the manner contracted. All guaranteed (premium) position sales cannot be cancelled. Any cancellation must be requested in writing prior to the Cancellation Deadline. Advertisers will be billed the amount short-rated per issue if within a one-year period they do not run the number of insertions upon which their billings have been based. Artwork Creation Charge is not cancellable once ad has been created.

Membership Directory and Resource Guide

Net Advertising Rates

All rates include an Ad Link in the digital edition of the directory.

Revisions and Proofs: \$50

Position Guarantee: 15% Premium

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1/4 Page	\$ 1,089.50
1/6 Page	\$ 929.50
1/8 Page	\$ 799.50

Special Tabs

Full-Color | \$3,119.50

Black-and-White | \$2,239.50

Black-and-White	Rates
Full Page	\$ 1,389.50
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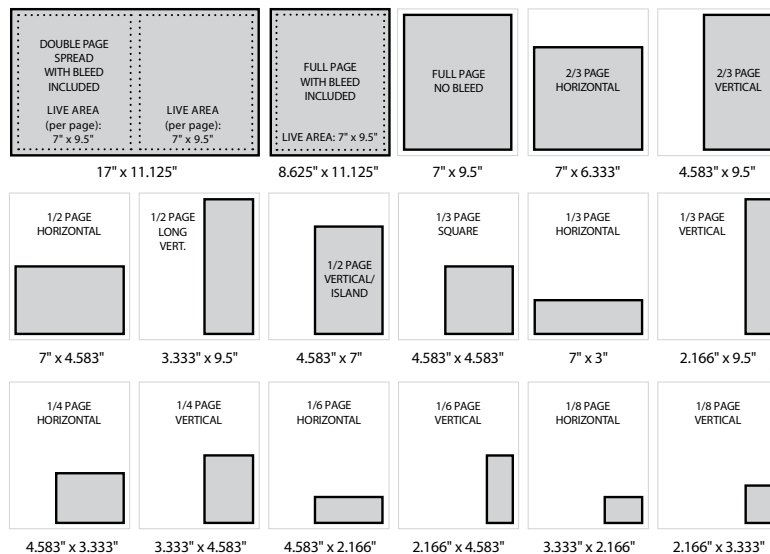
For the latest online specs, please visit www.naylor.com/onlineSpecs

Advertiser indemnifies Naylor, LLC and the Association against losses or liabilities arising from this, or any advertising. Naylor, LLC assumes no liability, except to the extent of a one-time free advertisement of the same specification, the next or similar publication, if proven or admitted errors or omissions have occurred. Payment due upon receipt of invoice. 2% per month compounded (26.82% per year) to be charged on overdue accounts as damages for breach of contract. Revisions to previously submitted ad copy are subject to additional charges. A charge of \$35.00 will be levied for returned checks. I also give unqualified consent to our ad(s) appearing in an online version of this publication. Acceptance of this contract and advertising content is subject to the approval of the association. The advertiser represents that they have the right to use any artwork supplied to Naylor in the manner contracted. All guaranteed (premium) position sales cannot be cancelled. Any cancellation must be requested in writing prior to the Cancellation Deadline. Advertisers will be billed the amount short-rated per issue if within a one-year period they do not run the number of insertions upon which their billings have been based. Artwork Creation Charge is not cancellable once ad has been created.

C+C Magazine Membership Directory and Resource Guide

Print Advertising Specifications

Directory/Magazine Trim Size: 8.375" x 10.875"



Note: Text placed outside the live area within any full-page or DPS ads may be cut off. Please keep text within the live area at all times.

Artwork Requirements

All digital color and greyscale artwork must be supplied at 300 dpi. Line art must be supplied at 600 dpi. High-res PDF, EPS, TIFF and JPEG files are accepted. Images from the Web are not suitable for printing. All color artwork must be in CMYK mode; black-and-white artwork must be in either greyscale or bitmap mode. RGB mode artwork is not accepted and if supplied will be converted to CMYK mode, which will result in a color shift. All screen and printer fonts as well as linked images must be supplied if not embedded in the file.

Ad Material Upload

Go to the Naylor website at www.naylor.com/adupload

Proofs and Revisions

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

Specs for Outsert/Inserts

- 1 page / 1 surface: 8.375" x 10.875"
- 1 page / 2 Surface: 8.375" x 10.875"
- 2 Pg / 4 Surface: 8.375" x 10.875"
- Postcards: 6" x 4.25"
- Heavy Card Stock Insert: 8.25" x 10.75"
- Postal flyersheets: 8.5" x 11"

Digital Edition

For the latest online specs, please visit www.naylor.com/online specs



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Membership Directory and Resource Guide

Extend your print advertising investment with the unique benefits of digital media

- Link your ad to the landing page of your choice
- Increase traffic to your website
- Interact with viewers to facilitate the buying process
- Generate an immediate response from customers
- Members and readers receive each issue via email and each new issue is posted on MPI Georgia's website. A full archive of past issues is available, ensuring longevity for your online presence

In addition to print, MPI Chicago Area Chapter's *Membership Directory and Resource Guide* is also available to members in a fully interactive digital version. Viewers can virtually flip through the pages, forward articles of interest to colleagues and click on ads to be redirected to the advertiser's website.



Digital Ad Positions



1 Large Toolbar | \$609.50

Your company name is displayed on the toolbar, found in the top-left corner of every page of the digital edition next to frequently used navigational icons.

2 Skyscraper | \$1,409.50

The Skyscraper ad displays the entire time the digital edition is open giving your message consistent and lasting exposure.

3 Belly Band | \$829.50

The Belly Band is included on the front cover of the digital edition, making your company's ad one of the first that readers see when they receive their digital edition. It also extends to the digital edition's back cover, wrapping your company's message around the entire digital edition.

4 Leaderboard | \$1,159.50

Your message will be prominently displayed above the magazine and is displayed the entire time the digital edition is open.

5 Sponsorship* | \$1,109.50

Your message will be prominently displayed directly across from the cover of the magazine. Animation capabilities are available

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For the latest online specs, please visit www.naylor.com/online-specs

C+C Magazine

Digital Edition

Extend your print advertising investment with the unique benefits of digital media.

C + C magazine is available in a fully interactive digital magazine. Our digital edition is mobile responsive and HTML-optimized, providing readers with an exceptional user experience across all devices. The digital magazine lets you:

- Include ads on an HTML5 and mobile responsive platform
- Link to the landing page of your choice, generating an immediate response from customers
- Maintain your ad presence on the digital issue for readers to reference at any time

FORMATS AVAILABLE TO READERS:

- **Reading view (default):** The HTML-based view of our magazine, optimized for all devices. Scrolling articles automatically adjust for comfortable reading
- **Page view:** The digital replica of the print magazine. Flip through this digital book in either a 1 or 2-page format. Determine your preferred zoom setting for an optimal experience.

Important Note: Readers can choose the experience best suited to their needs at any time by clicking on "Page View" or "Reading View" in the toolbar!



Mobile & Desktop
Responsive HTML
Reading View

Digital Ad Positions



1 Leaderboard (all views) | \$1,250

The leaderboard ad appears on-screen in both the reading view and page view of the digital magazine.

2 Rectangle (all views) | \$1,450

The rectangle ad is on the table of contents, appearing on-screen for all pages of the reading view and page view.

TOC Mobile Banners (HTML reading view)

The TOC mobile banner appears in the table of contents, on-screen to the right of the digital magazine on desktop and clickable on mobile in the reading view. The top TOC mobile banner will appear after the 1st article, and the 2nd mobile banner appears after the 6th article.

3 Top TOC Mobile Banner | \$650

4 2nd TOC Mobile Banner | \$350

In-Magazine Digital Options (HTML reading view)

These standalone ad options are placed between article pages on the HTML reading view of the digital magazine and are visible on all device types.

HTML5 Ad | \$1,500

This mobile responsive ad option gives you the freedom to include text, images, hyperlinks and video across a variety of devices. Full design must be provided by the advertiser at this time.

Digital Video Sponsorship | \$750

The video sponsorship option displays a video, 50-70 words of summary content and a hyperlink to deliver your message to target audiences.

Digital Inserts

Your message appears as an image-based insert, either in between key articles, or placed at the back of the digital magazine.

• Large Insert | \$750

• Medium Insert | \$500

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For the latest online specs, please visit www.naylor.com/online specs

MPI Chicago Area Chapter Website

Advertising on the MPI-CAC Website – www.mpiweb.org/chapters/chicago-area

Advertising on the MPI-CAC website is a great way to reach member and non-member visitors and reinforce your marketing message. Visitors log on to MPI-CAC's website to learn about upcoming association events, discover ways to maximize their MPI-CAC membership, view the latest issues of C + C digital edition. Advertising on MPI-CAC's website offers several cost-effective opportunities to position your company as a leader in front of an influential group of meeting professionals.

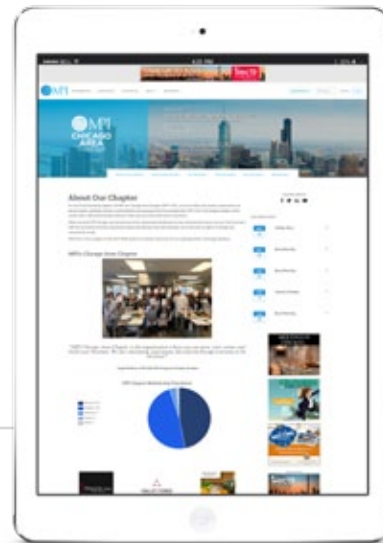
Features of MPI-CAC website advertising:

- Cross-promoted in other MPI-CAC publications and communication pieces
- Directs visitors to the landing page of your choice to expedite purchases
- Year-round visibility reinforces brand recognition
- Allows dynamic, time-sensitive promotion
-

On Average, MPI-CAC website receives:

- Receives more than 7,500 page views every month
- More than 1,100 unique visitors every month
- Average session duration: 2:26

Numbers averaged from 3/2018 - 9/2018



1 Rectangle | \$3,000 for 12 months

300 x 250 pixels

The rectangle is run-of-site and rotates between three advertisers in each position. Three positions available.

2 Leaderboard | \$3,500 for 12 months

728 x 90 pixels

The leaderboard is run-of-site and rotates between three advertisers

For the latest online specs, please visit

www.naylor.com/online-specs

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Conversations + Connections eNewsletter

About the eNewsletter – www.naylornetwork.com/chm-nwl

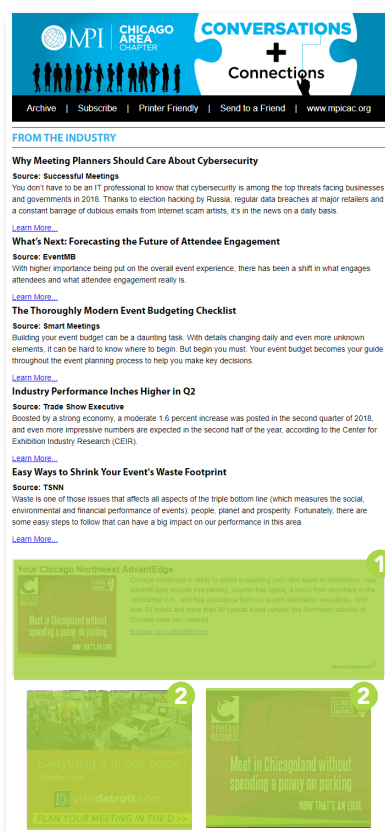
Now more than ever, professionals consume information on the go. Our *Conversations + Connections* eNewsletters allows members to stay informed about timely industry topics and association news whether they are in the office or on the road.

Enjoy the benefits of a targeted eNewsletter:

- Delivers your message directly to the inbox of every MPI-CAC member
- In addition to members, opt-in subscription means that professionals in the market for your products and services see your message
- Frequently forwarded to others for additional exposure
- Cross-promoted in other MPI/CAC publications and communications pieces
- Directs visitors to the landing page of your choice to facilitate the purchasing process
- Archives are accessible for unlimited online viewing
- Limited available ad space makes each position exclusive
- *Conversations + Connections* are distributed consecutively every week
- Ads on *Connections* receive an average of more than 1,800 impressions every month*
- Ads on *Conversations* receive an average of more than 1,400 impressions every month*

Traffic stats updated: 9/18

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For the latest online specs, please visit
www.naylor.com/onlinepecs

Conversations eNewsletter Sponsored Content

1 3 Months | \$2,700

- NO ROTATION
- 180 x 150 pixels thumbnail graphic
- Can be logo or product image (JPEG, PNG file @72dpi, RGB)
- Can have no more than a small tagline of text
- No contact info included
- Not to be treated as a regular banner ad
- Headline advertiser supplies 3-6 words
- Summary text: Advertiser supplies 30-50 words
- Web Link: Advertiser supplies URL to link at bottom of text no email addresses

2 6 Custom Rectangles

12 Months | \$6,000

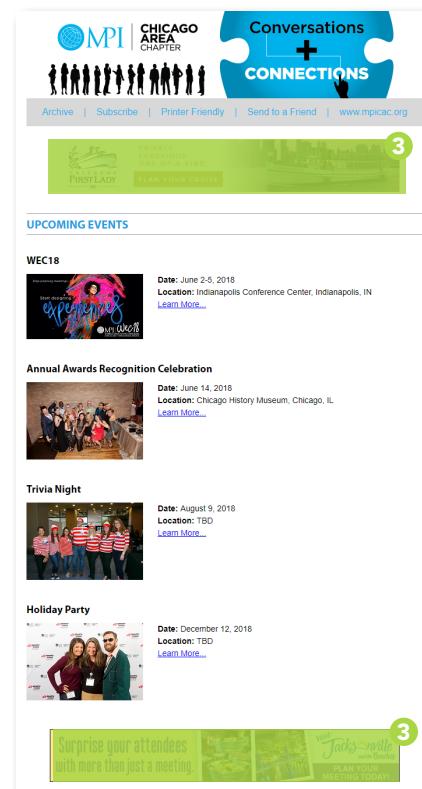
- 300 x 250 pixels
- Located on the right side of the eNewsletter
- Only six spots available per Newsletter
- NO ROTATION

Connections eNewsletter

3 Leaderboard

12 Months | \$3,500

- 600 x 90 pixels
- Placed next to content and prominently visible
- NO ROTATION



Distributed Weekly Sections include

- Features/Tips and Tricks
- Chapter events
- Sponsorship Opportunities
- Chapter News
- And more!

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Disclaimer: Please note that the mockup shows overall newsletter layout, but exact ad location on the newsletter will vary based on the amount of editorial content supplied each issue.